

Claims

1. A system for communicating a promotion message to one or more communication terminals, which promotion message is associated with an event having defined a start time, said system comprising:

(a) an event manager for providing said event to one or more receivers starting from said defined start time and for generating a promotion message request;

(b) a promotion server for communicating said promotion message to said one or more communication terminals through at least one communication network in response to receiving said promotion message request from said event manager through a connection interconnecting said event manager and said promotion server; and

said one or more communication terminals being adapted to respond to said promotion message by communicating an acceptance signal through said at least one communication network to said promotion server, said promotion server comprising a register for associating an accepting communication terminal of said one or more communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said promotion server being adapted to communicate a reminder signal for said event to said accepting communication terminal through said first communication network.

2. A system according to claim 1, wherein said communication terminal comprises terminals such as mobile or cellular phones, personal office assistants, personal computers or any combination thereof.

3. A system according to any of claims 1 to 2, wherein said promotion message comprises a text, a series of texts, a picture, a series of pictures, a video sequence, a series of video sequences, an audio track, a series of audio tracks, or any combinations thereof.

4. A system according to any of claims 1 to 3, wherein said one or more receivers comprises a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant, a personal computer, or any combination thereof.

5. A system according to any of claims 1 to 4, wherein said promotion message request comprises information such as said start time, end time of said event, duration of said event, event identity, event type, event presentation platform, promotion message, list of said receivers and said one or more communication terminals, or any combination thereof.

6. A system according to claim 5, wherein said event presentation platform comprises a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant, a personal computer, or any combination thereof connected a media communication network, and a network broadcaster.

7. A system according to claim 6, wherein said media communication network comprises a cable television network, a satellite television network, a radio frequency television network, a telephone network, a

powerline network, a radio network or any combination thereof.

8. A system according to any of claims 1 to 7, wherein said first communication network comprises a wired or wireless telecommunication network, local area network, metropolitan area network, wide area network, or inter-network such as the Internet, a dedicated communication line, or any combination thereof.

9. A system according to any of claims 1 to 8, wherein said connection comprises a wired or wireless telecommunication network, local area network, metropolitan area network, wide area network, or inter-network such as the Internet, a dedicated communication line, or any combination thereof.

10. A system according to any of claims 1 to 9, wherein said promotion server comprises a storage device for storing said register, said reminder, said promotion message, and a processor for processing communication with said one or more communication terminals, for processing said promotion message request from said event manager, and for updating content of said storage device.

11. A system according to any of claims 1 to 10, wherein said register comprises information such as promotion message identity; one or more communication terminal identities; event data such as event title, event type, event presentation platform, event identity and/or event actions; time data such as said start time, end time of said event, duration of said event; group application data such as a group identity comprising one or more

communication terminal identities and/or group actions to be performed; or any combination thereof.

12. A system according to any of claims 1 to 11, wherein said one or more communication terminals is adapted to forward said promotion message from said one or more communication terminals to further communication terminals connected in said first communication network.

13. A system according to claim 12, wherein an accepting communication terminal of said further communication terminals is adapted to respond to said promotion message by communicating an acceptance signal through said first communication network to said promotion server and said promotion server is adapted to associate said accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said promotion server being adapted to communicate a reminder signal to said accepting communication terminal through said first communication network.

14. A system according to claim 12, wherein an accepting communication terminal of said further communication terminals is adapted to respond to said promotion message by communicating an acceptance signal through said first communication network to said one or more communication terminals and said one or more communication terminal comprises a local register for associating an accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said one or more communication terminals is

adapted to communicate a reminder signal to said accepting communication terminal through said first communication network.

15. A system according to any of claims 1 to 14, wherein said one or more communication terminals are adapted to start a predetermined application when receiving said reminder signal.

16. A method for communicating a promotion message to one or more communication terminals, which promotion message is associated with an event having a defined start time, said method comprising:

- (a) initiating said promotion message by means of a event manager forwarding a promotion message request to a promotion server;
- (b) transmitting said promotion message to said one or more communication terminals by means of a promotion server connected to said one or more communication terminals through a first communication network;
- (c) receiving said promotion message from said promotion server by means of said one or more communication terminals;
- (d) accepting said promotion message by transmitting an acceptance signal to said promotion server by means of said one or more communication terminals;
- (e) receiving said acceptance signal from an accepting communication terminal of said one or more communication terminals by means of said promotion server;
- (f) associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting

communication terminal by means of a register of said promotion server; and

- (g) transmitting a reminder signal for said event to said accepting communication terminal through said first communication network by means of said promotion server.

17. A method according to claim 16, wherein said method further comprises forwarding said promotion message to further communication terminals connected to said first communication network by means of said one or more communication terminals.

18. A method according to claim 17, wherein said method further comprises

- (h) accepting said promotion message by transmitting an acceptance signal to said one or more communication terminal by means of said further communication terminals;
- (i) receiving said acceptance signal from an accepting communication terminal of said further communication terminals by means of said one or more communication terminals;
- (j) associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal by means of a local register of said one or more communication terminal; and
- (k) transmitting a reminder signal for said event to said accepting communication terminal through said first communication network by means of said one or more communication terminal.

19. A communication terminal for communicating in a first communication network and for receiving a promotion message and a reminder signal from a promotion server, and comprising a messaging module for transmitting and receiving messages through said first communication network; a calendar module for enabling a user of said communication terminal to perform general calendar operations; a media playback module for outputting said promotion message; a storage module for storing promotion message information, and a promotion messaging module for receiving and transmitting said promotion message.

20. A communication terminal according to claim 19, wherein said promotion message information comprises promotion message identity; one or more communication terminal identities; event data such as event title, event type, event presentation platform, event identity and/or event actions; time data such as said start time, end time of said event, duration of said event; group application data such as a group identity comprising one or more communication terminal identities and/or group actions to be performed; or any combination thereof.

21. A communication terminal according to claims 19 or 20, wherein said communication terminal further comprises a display and loudspeaker for communicating said promotion message to a user of said communication terminal.

22. A communication terminal according to claims 20 or 21, wherein said storage module is adapted to store a promotion message identity and information comprising transmitter identity and associated messaging contact

information, recipient identity and associated messaging contact information, media event information such as identity code, name or title, start time and end time, and group application data, which data is adapted to initialise and starting a reminder application in response to receiving said reminder signal on said communication terminal.

23. A communication terminal according to any of claims 19 to 22 further comprises a means for utilising an electronic program guide containing information on media events, said means for utilising being adapted in cooperation with said calendar to provide a reject signal when said communication terminal is busy.